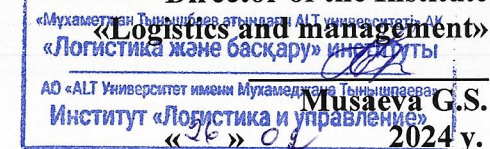


I APPROVED

Director of the Institute



THE CATALOG OF DISCIPLINES OF THE COMPONENT OF CHOICE

EDUCATIONAL PROGRAMS

6B04125-Marketing and business analytics

The level of education: bachelor course

Duration of study: 3 years

Год приема: 2024 г.

Module	Cycle	Component	Name of the discipline	Total labor		intensity Semester	Learning outcomes	Brief description	of the discipline	Prerequisites
				Post requirements in academic hours	in academic credits					
1	2	3	4	5	6	7	8	9	10	11
Module 1 - General education subjects	OOD	KV	Ecology and life safety	150	5	7	RO1	The discipline provides knowledge and ideas about environmental problems and approaches to their solution, sources and types of pollution environmental protection by enterprises, the principles of regulating the quality of atmospheric air and water, the main provisions of legislation in various fields, on natural and man-made emergencies, their causes, methods of prevention and protection. Teaching methods - analysis of specific situations (case-study), group discussions	Political Science Cultural	studies Labor protection
			Methods of scientific research				PO2 PO11	The discipline provides knowledge and ideas about the content of scientific activity, its methods and forms of knowledge. The theoretical and applied knowledge obtained by students on the methods of scientific research of problems in the field under study, instills in future specialists the skills of cognitive activity in the field of science. Active learning methods - group, scientific discussion, dispute, project method.		

			Economics and entrepreneurship				RO5 RO7	Studies the activities of enterprises in various types of markets, the model of equilibrium and market functioning, state regulation of prices and tariffs. Examines the concept of entrepreneurship and the limits of its legal regulation, conditions for the development of entrepreneurship, organizational and legal forms of doing business, business planning, business secrecy, social responsibility	of entrepreneurship Entrepreneurship workshop	Strategic marketing in the service sector Industrial marketing
			Fundamentals of law and anti-corruption culture				RO1	The discipline sets out the fundamental concepts of law, the constitutional structure of state power of the Republic of Kazakhstan, the rights and freedoms of citizens enshrined in the Constitution, the mechanism and protection of legitimate human interests in the event of their violation. The discipline provides students with an increase in public and individual legal awareness and legal culture, as well as a system of knowledge and civic position on combating corruption as an anti-social phenomenon. Active learning methods - analysis of specific tasks.	Sociology Political Science Cultural	studies Legal regulation of marketing activities
Module 2-Business competencies	DB	KV	Consumer behavior	180	6	8	PO5 PO6	Main goal study of factors influencing consumer decision-making, use of modern concepts, approaches and methods in managing consumer behavior in the market of goods and services for their promotion, a system of methods for studying and predicting future needs, preferences potential consumers.	Pricing and tariff policy in the industry Research methods	Strategy and brand management Final certification
	of DB	KV	Legal regulation of marketing activities				RO1	Forms the concept of the main directions of legal regulation in the field of marketing activities, the application of the relevant legislative framework in this area, understanding what information is a trade secret, what legal relations arise in the process of implementing marketing activities, developing a company strategy based on the use of marketing tools.	Pricing and tariff policy in the industry Fundamentals of law and anti-corruption culture	Business analysis of the goods and services market Final certification
Module 3-Basic disciplines	of DB	KV	1C Accounting	270	9	7	RO9 RO10	Develops practical skills in using 1C Accounting software for accounting, tax accounting at the enterprise, accounting organization in accordance with IFRS, know the principles, techniques and methods of work with the program 1C Accounting 8.3, create an information base in the program, configure accounting parameters, generate standard reports and unload the information base	of accounting Computerization	Strategic marketing in the service
	sector DB	KV	Audit				RO10	Studies the basic concepts of audit in a comprehensive relationship with other concepts of the market economy. Terms and definitions that reveal the theory, organization, technology and methodology of conducting, the procedure for processing and reviewing materials based on the generally accepted international accounting system, standards and norms of audit.	Sociology Political Science Cultural	studies Marketing communications
	DB	KV	Econometrics	180	6	3	PO2 PO3 PO9	is aimed at studying the methodological foundations of econometric modeling, building paired and multiple linear and nonlinear regression models, building classical model assumptions using Excel to predict economic processes both on the scale of the economy as a whole, and at the industry level or an individual enterprise.	Business mathematics 2	Research methods Management Management of online stores and marketplaces

	DB	KV	Quantitative methods in economics				PO2 PO3	Studies methods for solving economic problems using quantitative methods, based on classical mathematical analysis, mathematical programming, game theory, probability theory, mathematical statistics, the theory of random processes and fuzzy sets, testing statistical hypotheses; develops skills in working with modules of Excel statistical packages and STATA for conducting economic research.	Business mathematics 2	Research methods Brand management Merchandising and brand
Module 4- Management competencies	Management DB	KV	Management	180	6	4	RO8 RO11	Examines the theory and practice of modern management, the application of basic management tools and methods in enterprise management. Examines the systems of scientific knowledge about the rational organization and management of an enterprise, the application of management principles to achieve the goals and objectives of an enterprise, the principles of building an organizational structure by an enterprise, methods of managing conflicts, changes, and skills in developing a motivational policy for personnel.	Econometrics Marketing	Management of online stores and marketplaces
	DB	KV	Brand management				PO5 PO8	Understanding the role of branding in the company's business model at the present stage, types of brands and their various roles in the company's brand portfolio, branding theories and tools, brand identity system, develop a strategic policy for branding or rebranding	Quantitative methods in economics Neuromarketing	Merchandising and brand management
Module 2-Business competencies	DB	KV	Marketing	270	9	3	RO2 RO8 RO11	Examines the field of marketing and its role in the modern economy, features, examines the role of the demographic factor in the formation of demand for products (goods and services), specific features of the activities of enterprises operating in the market, the model of D. Ratmel, A. Eiglier and E.Langeard et al.	Microeconomics Computer and engineering modeling	Economic geography of transport Management
	Database management	KV	Neuromarketing				PO4 PO6	Consists of finding ways to objectively determine consumer preferences without using subjective methods of obtaining information about them, as well as forming advertising messages in such a way as to persuade the consumer to buy before he realized them and developed his position.	Microeconomics Computer and engineering modeling	Economic geography of transport Brand management
Module 3-Basic disciplines	DB	KV	Computerization of accounting	90	3	3	RO3 RO10	Studying the basics of computerization of accounting will help the marketer to understand how to use computer programs and tools to automate accounting processes. Use knowledge to ensure accounting and data analysis, automate routine processes and reduce the time spent on completing tasks, when planning financial flows, budgeting and analyzing financial results	Computer and engineering modeling	1C Accounting Information and communication technologies
	DB	KV	Wholesale and retail trade				RO5 RO7 RO8 is	aimed at forming knowledge in the field of organization of trade and other activities.- technological processes at wholesale and retail enterprises, formation of the assortment and price policy of the enterprise, optimization of economic relations between market participants, skills to record goods and services in wholesale and retail trade based on the use of the 1C module:Trade management of the 1enterprise program.	Macroeconomics	Pricing and tariff policy in the industry The Entrepreneurship Workshop
	DB	KV	Trudovoe pravo	90	3	7	RO1	Examines the social side of labor organization, i.e. the	Management of online	Labor protection

Module 4- Management competencies								relationship between the employee and the employer, the relations of supervisory and control bodies, and other relations. Examines the features and elements of labor relations, the reasons for their occurrence, changes and termination, the legal basis of social partnership in the field of labor and the procedure for concluding collective agreements and agreements, legal regulation of employment and employment, types, procedures for concluding, changing and terminating labor contracts	stores and marketplaces	
	DB	KV	HR management				RO5 PO10	Considers Maslow's hierarchy of needs theory, Hertzberg's two-factor theory, expectation theory, and equality theory. Explores the organization's motivational system and motivational events, HR branding in the world and Kazakhstan. Shows trends in the practices of the best employers	Merchandising and brand management	Marketing communications Industrial marketing
	PD	KV	Strategic marketing in the service	sector 180	6	8	RO2 RO8 RO11	Studies the essence of the concept of interaction "Nordic School", M. Bitner's 7P consumer impact model, segmentation and positioning in the service sector, selection of strategic positions, ranking of strategic tasks and management by weak signals.	Economics and entrepreneurship 1C Accounting Management of online stores and marketplaces	Strategy and brand management
	PD	KV	Industrial marketing				RO6 RO7 RO11 is	aimed at studying marketing focused on interaction with companies that purchase goods and services for production needs in order to produce final products. Develop an understanding of the tasks of industrial marketing, the strategies used in it, the ability to develop the marketing policy of an industrial company, and improve the efficiency of industrial enterprise relationships in the market.	Economics and entrepreneurship HR management Merchandising and brand	management Business analysis of the goods and services market
Module 2-Business competencies	PD	KV	Content marketing and social media	market ing 180	6	8	RO4 RO5 RO7	is aimed at studying the place of marketing in social media and its role in the company's activities, the use of modern methods and tools in planning and evaluating marketing in the social networks, create projects to promote a product, service or brand using content and the ability to build long-term communication with audiences.	Fundamentals of artificial intelligence Databases and client-server applications	Final certification
	PD	KV	Marketing communications				RO7 RO8	is aimed at studying the process of transmitting information about the brand, company products and services to the target audience through different channels of interaction. The article explores the principles of building effective business communication with customers to increase sales, strengthen brand positions through positioning, increase loyalty, and convey the necessary information to a potential audience.	HR management Audit	Business analysis of the goods and services market
	PD	KV	Management of online stores and marketplaces	180	6	6	RO2 RO5 RO7	Methods, strategies and tools that are necessary for effective management of a company operating on an online platform and marketplaces are studied; the principles and concepts of e-commerce, the basics of the functioning of Online commerce, methods of formation strategies for the development and competitive advantages of online stores, pricing, niche selection, methods of data analysis and performance indicators for evaluating the effectiveness of online stores and marketplaces	Econometrics Management	Finance Labor law Strategic marketing in the service
	PD	KV	Merchandising and				RO5	Formation of students ' professional knowledge about the	Web programming	HR Management

			trademark management				RO7 RO8	goals of merchandising, its standards, types, and principles. Explores the role of merchandising in business and brand management, examines the issues of planning and organizing the trading process using merchandising tools, creating a good assortment.	Quantitative Methods in Economics Brand Management	Industrial Marketing
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Head of the department "Logistics and management in transport"

Kenzhebaeva G.Zh.

Agreed:

Head of «Global Trans Logistics» LLP



Borsch A.B.

26.02.24.